

## Smiths Medical Branding Change Update—Distributor & Sales Agent Messaging

Dear ICU Medical Sales & Distribution Partner,

As you know, ICU Medical acquired the Smiths Medical business from Smiths Group plc on January 6, 2022, and we have been diligently working to discontinue commercial branded use of the Smiths Medical name. ***This communication is to notify you that, as of the following dates, products containing the Smiths Medical brand must no longer be sold by you or your sub-distributors or sales agents:***

| Sell-to Country                      | Date Products Must No Longer be Sold |
|--------------------------------------|--------------------------------------|
| Within European Economic Area (EEA)  | May 27, 2025                         |
| Outside European Economic Area (EEA) | November 27, 2025                    |

### What you must do ASAP, and no later than the dates indicated above:

- > Share this communication with all of your relevant employees, agents, advisors, contractors, and sub-distributors
- > Immediately provide your ICU Medical sales rep with detail (by item) of your current inventory of products containing the Smiths Medical label including # of weeks of stock on hand (based on last 12 weeks of demand)
- > Stop selling products containing the Smiths Medical label

**If you do not comply with these instructions, you will be deemed in breach of your agreement with ICU Medical or its affiliates, and may be in violation of local regulations**

We will begin supplying product with new labeling reflecting the ICU Medical name and brand within the coming weeks, pending final regulatory approvals and associated timelines.

- As part of this final transition away from the Smiths Medical brand, ICU Medical is updating the following items to remove all references to Smiths Medical:
  - Product labels and packaging.
  - Legal entity names (eg, Smiths Medical International Limited).
  - Permits and licenses that show a Smiths Medical legal entity name.
  - QA, RA, and related controlled documents, such as SOPs, CE certs, import/export certs, certificates of conformity, product specs, drawings, manufacturing instructions, letters to regulatory authorities or notified bodies, etc.

Additionally, as a reminder, the following materials and uses of the Smiths Medical brand must have already stopped by **July 1, 2023**.

| Prohibited Smiths Medical Branded Materials (examples)                        | Prohibited Smiths Medical Brand Uses (examples)                         |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| Brochures<br>Catalogs<br>Websites<br>Videos<br>Business Cards<br>Social Media | Print<br>Electronic<br>Display<br>Internet<br>Presentations<br>Training |

- Please note that there are no planned changes to our sub-brands (eg, Medfusion™, CADD™, Jelco™, Level 1™).
- As a reminder, per the terms of our agreement and ICU Medical policy, all marketing materials that include products provided by ICU Medical require prior review and approval by ICU Medical.
- Contact [SM-Rebranding@icumed.com](mailto:SM-Rebranding@icumed.com) with any questions.